

Tobacco Revenue, Use Spending and Tracking Commission

September 14, 2005

United Healthcare of Arizona
3141 North 3rd Avenue
Phoenix, Arizona 85013

MINUTES

Members Present: Matthew Madonna – Chairman
Linda Bailey
Dr. Keith Kaback (tele-conference)
Dr. Kelly Hsu
Benton Davis
Dr. Wil Counts
Bertha Sepulveda

Members Absent: Bill Pfeifer
Dr. Shelly Hall
Dr. Babak Nayeri
Librado M. Ramirez
Dana Russell
Dr. Hugh Miller
Rose Garcia
Violet Mitchell-Enos

ADHS Staff: Niki O’Keeffe – Assistant Director
Paul Newberry – Resource Program Manager
Patricia Tarango – Office Chief, Tobacco Education and Prevention
April Lawless – Health Marketing Manager
Robbin Brooks – Ethnic/Rural Outreach Coordinator
Dr. Jean-Robert Jeoffroy – Disparities Coordinator
Teresa Koehler – Administrative Assistant III

Presenters: Patricia Tarango – Office Chief, Tobacco Education and Prevention
Program (TEPP)
Robbin Brooks – Ethnic/Rural Outreach Coordinator (TEPP)
Dr. Jean-Robert Jeoffroy – Disparities Coordinator (TEPP)
Bob Leischow – Health Education Account, Chronic Disease

Public Attendees: Eileen Eisen Cohen – Maricopa County Tobacco Use Prevention
Program
Laura Sand – American Cancer Society

Call to Order

Mr. Madonna, TRUST Commission Chairman, called the meeting to order at 10:05 am ... welcome the TRUST members and visitors. He announced that the meeting can begin; however, the board cannot take any vote(s) until at least two more members are present.

Mr. Madonna: Introduced Patricia Tarango, Office Chief of Tobacco Education and Prevention Program.

Ms. Tarango: Introduced Niki O’Keeffe, the new Assistant Director of the Division of Public Health Services, and April Marker Lawless, new Social Marketing Manager for the Office of Tobacco Education and Prevention Program.

Mr. Madonna: Explained the guidelines, procedure regarding public commentary related to the “Speaker’s Slip”. The public commentary section is limited to five minutes at the end of the meeting and that time is divided up between the number of individuals wishing to speak. The slips are given to Teresa Koehler. Teresa will be the coordinator and timekeeper for the public comment.

Approval of Minutes

Mr. Madonna: We are going to postpone the approving of the minutes, August 10, 2005, until we get at least two more members here so that we can take a vote on that.

Chairman s Report

Mr. Madonna: Address members and visitors.

- ▶ Announced: a request by Dr. Hsu to update the members’ contact information list, and requested that all members update the list that was routed during the meeting.
- ▶ Reminded: members that the next TRUST Commission’s meeting is October 12, from 10:00 am to 2:00 pm.
- ▶ Reported the results of an item assigned to him in the August meeting; he did call TRUST member Violet Mitchell-Enos; however, was unable to connect with her. He is not sure of what her situation and/or status at this point is in terms of participating in the Commission.
- ▶ Reviewed the current meeting agenda.
 - Changed agenda item order - Cultural Competence presentation (Item 5) will occur before the Office Chief’s Report (Item 4).

General Order: Cultural Competence, Cultural Standards

Mr. Madonna: Introduced Ms. Brooks and Dr. Jean-Robert Jeoffroy (Exhibit 1).

Ms. Brooks and Dr. Jean-Robert Jeoffroy: Presented the National Standards for Culturally and Linguistically Appropriate Services referred to as CLAS in Health Care Overview.

- ▶ 1997 development of the National Standards to provide alternatives to the current patchwork of independently developed definitions, practices, and requirements regarding CLAS. The U.S. Department of Health and Human Services' Office of Minority Health (OMH) issues the national standards.
- ▶ Themes
 - Cultural Competent Care – Standards 1, 2, 3
 - Language Access Services – Standards 4, 5, 6, 7
 - Organizational Supports for Cultural Competence – Standards 8, 9, 10, 11, 12, 13, 14
- ▶ Types
 - Standards 4, 5, 6, 7 are mandates required for all recipients of Federal funds.
 - Standards 1, 2, 3, 8, 9, 10, 11, 12, 13 are guidelines recommended by the OMH.
 - Standard 14 is a recommendation suggested by the OMH.
- ▶ Standards
 - Standard 1 (guideline): Ensure approaches to clients are effective, understandable, and respectful in demonstrating care consistent with their cultural beliefs and preferred language.
 - Standard 2 (guideline): Implement strategies to recruit, retain, and promote at all levels a diverse staff and leadership that is representative of clients.
 - Standard 3 (guideline): Ensure staff is provided an opportunity to receive ongoing education and training in culturally and linguistically appropriate service delivery.
 - Standard 4-7 (mandates): Offer and provide language assistance services. Ensure written materials are provided. Assure competence in translation. Provide signage in specific languages.
 - Standard 8 (guideline): Ensure strategic plan provides for culturally and linguistically appropriate services.
 - Standard 9-11 (guidelines): Based upon data collection and demographics, integrate cultural and linguistic competence-related measures into programs, assessments, and outcomes.

- Standard 12 (guideline): Ensure participatory and collaborative partnerships with communities using both informal and formal mechanisms.
- Standard 13 (guideline): Ensure conflict and grievance processes are culturally and linguistically sensitive and capable of resolving issues.
- Standard 14 (recommendation): Regularly make available to the public information about ADHS TEPP's process and successful innovations in implementing CLAS Standards.

Ms. Brooks: Concluded with Health Education Account and Chronic Disease Fund recommending that Arizona Department of Health Services develop an intensive training around standards.

Mr. Madonna: Led the discussion regarding fourteen national standards and summarized the discussion as follows: encourage all contractors to focus on a disparity population and in doing that, then in that component of the proposal and for those activities these guidelines, mandates should, would be addressed.

Mr. Madonna: Asked, "Does everyone agree?" and stated, "We cannot take a vote. However, I believe that based on the comments that everyone is satisfied and that we can move on."

TRUST Members: Yes.

Mr. Madonna: Handout (Exhibit 2) was provided to members and the following topics were discussed:

1. Meeting Frequency and Length
2. Meeting Location
3. Meeting Technology

Mr. Madonna: Let the record show that Niki O'Keeffe left the room. (Time: 11:15 am)

Mr. Madonna: The discussion resulted in the following decisions agreed to by all the attending members, a majority consensus held.

1. Frequency: meet every other month, starting November 9, 2005
 - a. better participation
 - b. cost
 - c. more efficient use of time
2. Time: 10:00 a.m. to 4:00 p.m.
3. Duration: 6 hours
4. Location: Phoenix based

- a. most efficient
 - b. cost
 - c. contractors can come and present
- 5. Technology: only in unique situations will tele-conference and /or video-conference be used.
 - a. quality is not as good as is needed for member participation
 - b. has to be accessible to the public
 - c. Paul Newberry, Resource Manager, (Exhibit 3)
 - + network has capacity problems
 - + not easily connected
 - + bridging issues
 - + two hour maximum
 - + thirty day notice
 - + expensive

Mr. Madonna: Introduced April Lawless.

Ms. Lawless **Physical Activity Break** 10 minute

Lunch 12:00 a.m.

Meeting continued - 12:30 p.m.

Office Chief s Report

Mr. Madonna: Announced Office Chief, Patricia Tarango.





Ms. Tarango: Update included the following (Exhibit 3):

- 1. Financial Update: 2004, 2005, 2006
 - a. Show draft financial charts for revenues (actual, projections)
 - b. Show draft financial charts for expenditures (actual, projections)
 - c. Will provide explanations as needed
 - d. Report quarterly
 - e. E.B. Lane contract update

Mr. Madonna: It appears that the information is good; however, more detail is needed. The expenditures need to be broken down by agency or ethnic groups – not individual invoices.

Ms. Tarango: Continued update:

- 2. Organizational Changes
 - a. Organizational charts

-  Arizona Department of Health Services
-  Division of Public Health Services
- b. TEPP personnel changes
 -  Jesse Nodora
 -  April Lawless ... marketing

Unfinished Business: Chronic Disease Contracts Update

Mr. Madonna: Announced Mr. Leischow

Mr. Leischow: Update included the following (Exhibit 4):

1. Health Education Account, fiscal year 2006, contracts that have been reviewed.
2. Screening/Early Detection
3. Promoting Healthy Lifestyles
4. Chronic Disease Fund – three year budget plan
 - a. Year 2007, 2008, 2009
 - b. Screening/Early Detection
 - c. Promoting Healthy Lifestyles
 - d. Other
 - e. RFP to be issued in December of this year (hopefully), award in January 2006

Ms. Tarango: Reminded the members of the items that they had recommended to Ms. Bourbouse (Chronic Disease) regarding the Chronic Disease Plan priorities during last month's meeting. She added that Ms. Bourbouse had incorporated those recommendations and had responded to Mr. Ramirez question (Exhibit 5).

Public Commentary

Mr. Madonna: Teresa, do we have any public comments or questions?

Ms. Koehler: No, we do not.

Meeting Evaluation and Agenda Planning

Members reviewed meeting format.

Mr. Madonna – Members volunteered to contact those members who were not present.

1. Mr. Madonna to call Mr. Pfeifer
2. Mr. Madonna, Ms. Tarango to call Ms. Garcia
3. Dr. Kaback to call Dr. Miller
4. Ms. Bailey to call Ms. Hall
5. Dr. Hsu to call Dr. Nayeri
6. Mr. Davis to call Mr. Ramirez
7. Dr. Counts to call Ms. Mitchell-Enos
8. Ms. Sepulveda to call Mr. Russell

Mr. Madonna – Announced that November's meeting will be hosted by United Healthcare of Arizona and reviewed agenda items for November.

Mr. Madonna – I will accept the **motion to adjourn** at 1:30 pm. Motion carried.

September 14, 2005 TRUST Meeting Items

► September meeting items that need a response at the November meeting:

1. Ms. Bailey ... contact Valerie Welsh and ask her who the standards apply to.
2. Dr. Kaback ... call Dr. Miller to discuss with him the decisions made regarding frequency, time, duration, location, technology. Then call Mr. Madonna or Patricia Tarango regarding the results of the conversation.
3. Teresa Koehler ... send Dr. Kaback a copy of the handout that was provided by Paul Newberry.
4. Teresa Koehler ... do not use “Red” on financial charts, change color.
5. Teresa Koehler ... remove “adjustment” account.
6. Patricia Tarango ... look at 2004 revenue versus expenditures, provide the amount of revenue dollars that were rolled over to 2005. Was there a impact?
7. Patricia Tarango ... explain now that E.B. Lane is gone, why we are not seeing a greater difference in the \$\$, numbers? Should expenditures be less?
8. Patricia Tarango ... meet with Mr. Davis regarding what would be appropriate amount of detail.
9. Linda Bailey ... will forward descriptions of the National Cessation Promotion projects that are going on (i.e., creating consumer demand).
10. Teresa Koehler ... update the TRUST members’ information list.
11. Janet Bourbouse ... Dr. Hsu wants to see where the Asians are in the Arizona Screening Data.

► November 9, 2005 new agenda items:

1. Approve the minutes of both meetings (August and September)
2. Youth Tobacco Survey: previous (all surveys) in Arizona, comparison to national information to see where we are as compared to other states.
3. Summary of activities completed by E.B. Lane and an overview (or list) of advertisements that are currently being heard on the radio or seen on television.
4. Presentation to include the draft of the TEPP Strategic Plan.
5. TEPP Marketing Plan presentation.
6. Chronic Disease Plan – RFP update and quarterly budget update.
7. Chronic Disease contractors (3) – Mountain Park, Wingspan, and City of Avondale.

The TRUST Commission is a public meeting. In compliance with the State's open meetings laws, the recorded minutes for the September 14 TRUST Commission meeting are available to the public three working days after the meeting. Please contact the TRUST Coordinator at the Office of Tobacco Education and Prevention Program, 602-364-0824, to make arrangements to hear the recorder minutes.

Patricia Tarango
Office Chief
Office of Tobacco Education and Prevention Program
Arizona Department of Health Services